

MEDIA@LSE Electronic MSc Dissertation Series

Audience Reception of Charity Advertising:

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ABSTRACT								

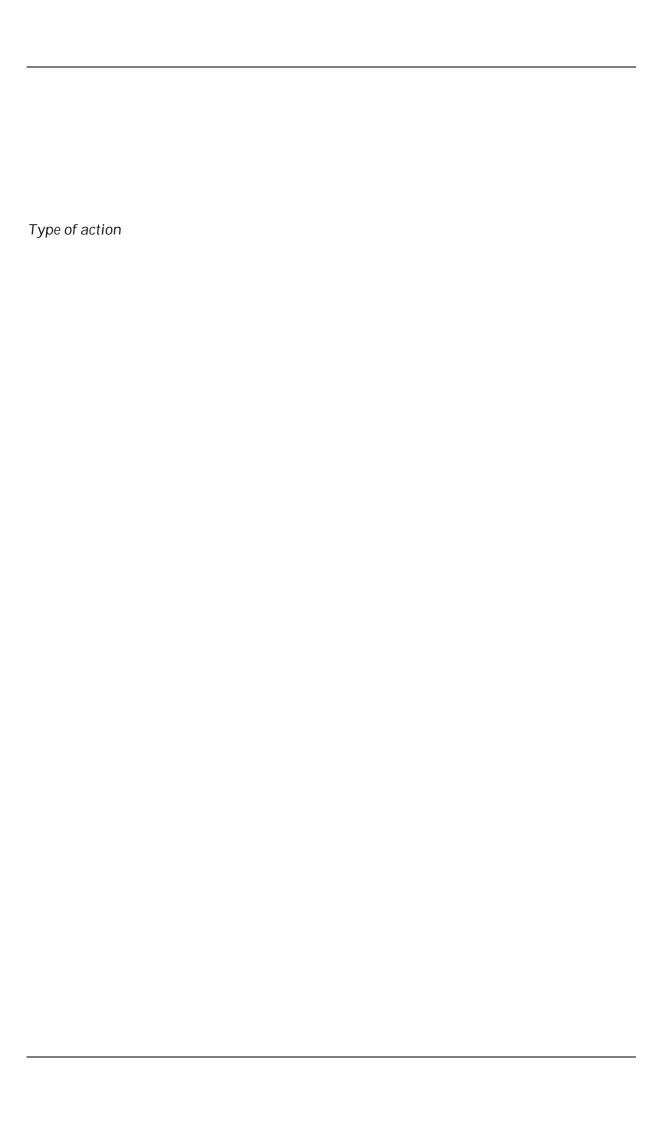


LITERATURE REVIEW
Mediation and suffering: Guiding audience's actions









The branding of suffe	ring		

Audience and I	mediated texts		



RESEARCH DESIGN A	ND METHO	DOLOGY	







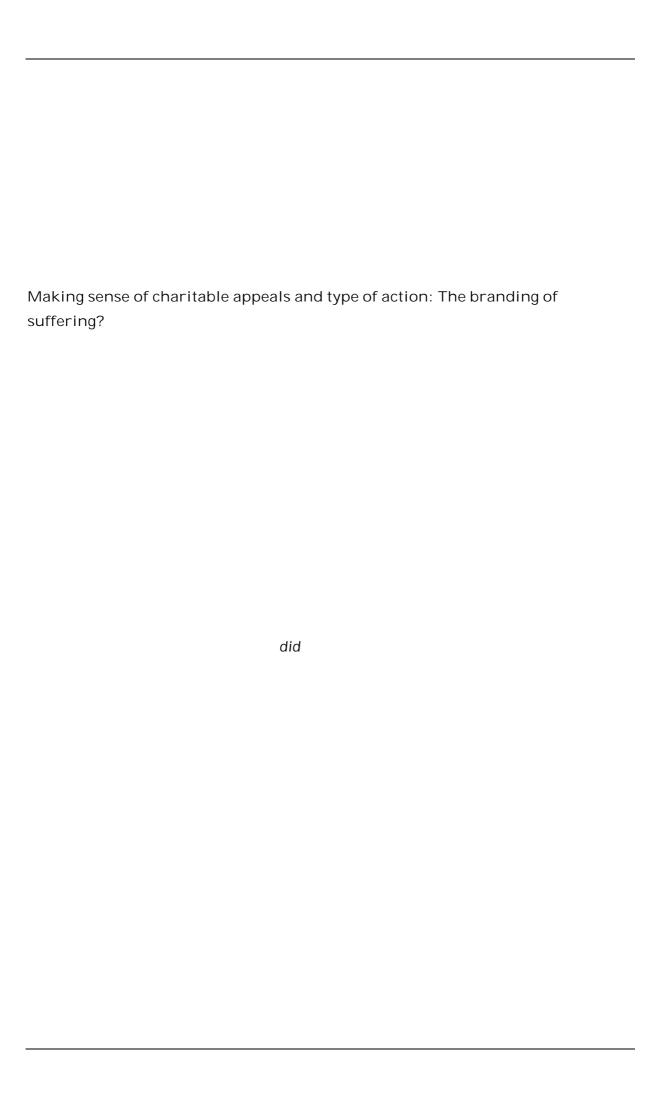






Turning one's back on advertisements focusing on human suffering:
Unresponsiveness and distantiation
on esponsiveness and distantiation















activism	Contextualizing Kony 2012: Invisible Children, spreadable media, and transmedia						
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